



Limited or no-contact sales with Equal Exchange products using pre-orders

How to take pre-orders: If you're not having an in-person sale where people buy from your table on the spot, decide which products you will offer to your group for sale by taking pre-orders. Use our [wholesale case price list](#) or check out our [best-seller list](#) to see the most popular products and select a handful that people can choose from. Determine the price you will charge for each product (see recommendations on page 2). Use a price [sign template](#) to enter your pricing details or customize an [announcement flyer](#) with your sale details (like what products you are selling, their costs, how to get you money, the deadline to order with you, and projected distribution date). Send the flyer to your email list or post on social media. Collect individual orders for products and collect money from people who ordered. A person-to-person payment app like Venmo works well if you don't want to handle cash or checks. Round-up to case minimum for each product people want to order and place your order with Equal Exchange.

Wholesale Case Ordering from Equal Exchange: Order with Customer Service @ 774-776-7366 or online @ shop.equalexchange.coop. Pay at time of order or you can get Net 14 day credit terms if you fill out the credit agreement form. Order ships to 1 location then the organizer puts each order into a separate bag for pick up or delivery. Free shipping on orders of \$135 or more. There is no order minimum but you must order by the full case. We advise leaving 10 business days between the time of ordering and receiving the products.

Distribution of products: Once products have arrived, parcel them out into bags or boxes depending on how ordered what. If you have not already done so, determine a date, time and central location for pickups. Let those who pre-ordered know they have arrived and how they can pick up. If you have not already collected payment, let folks know how much they owe and how to pay you.



Product Recommendations and Pricing Recommendations:

Coffee: You might offer different roast levels --medium roast (like Breakfast Blend) and a darker roast (like Love Buzz) to cater to different preferences. Add a decaf option if you think there would be buyers. Coffees come 5 or 6 bags to a case depending on the size (12oz or 1lb). Selling each bag for \$8 or \$9 is often less than what many stores charge for similar high quality, organic, fairly traded coffee. Consider offering a whole bean option as well as pre-ground.

Chocolate bars: Start with a few best-selling varieties until you know what people like most. Our most popular bars are Dark Chocolate Caramel Crunch with Sea Salt, Dark with Mint Crunch, and our 80% Panama Extra Dark. You might offer a plain Milk Chocolate (or vegan Coconut Milk) bar. There are 12 bars to a case. Your unit cost is \$2.47 per bar. Mark them up according to how much you want to raise, but the bars sell in stores for \$4 or \$5 each. Halloween, Valentine's and beyond, there are lots of chocolate-centric holidays to sell chocolate!

Tea: A case of green tea, one black and one herbal are good starting points. They come 6 to a box and \$4 is a reasonable price, but you can go up or down depending on your goals. Tea is great year-round since it can be made hot or iced.

Palestinian Extra-Virgin Olive Oil: A best seller for foodies and the social-justice oriented because it's delicious, high-quality and helps Palestinian farmers make a living in challenging times. Your cost per bottle is \$12.50 so charging \$16 or \$18 per bottle will cover your costs and generate a small profit. There are 6 bottles in a case.

Cocoa: A popular seller in colder months, our hot cocoa already has milk powder in the mix. We also have a dark hot chocolate that is decadent and dairy-free! \$7 is a fair price to charge and still make money for your group. Comes 6 canisters to a case.